

**Abstract of the Disclosure**

5 A data-collection system for collecting data about a user through  
monitoring user interaction on a data-packet-network is provided. The data-  
collection system includes a proxy server connected to the data-packet-  
network for providing proxy services and for monitoring user access and  
interaction with those services, a dedicated server interface connected to the  
data-packet-network for providing user access to the proxy services, and a  
10 software application running on the proxy server for collecting and storing  
data obtained as a result of active user-interaction with the proxy services.  
In preferred embodiments of the invention, the data is collected in an  
automated fashion and is used for the construction of multifaceted user  
profiles, which may be periodically update in an automated fashion as a  
15 result of continued user interaction with provided proxy services through the  
dedicated server interface.

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